



Key Benefits

- > Increased productivity by doing the work of 15 people with a staff of five
- > Increased return on investment within months by implementing software across several departments
- > Improved call resolution rates significantly and restored employee trust in the system

Business Profile: Addison Avenue Federal Credit Union is based in Palo Alto, California, with more than 20 branches in 10 states and Puerto Rico. The company's 300-plus employees serve more than 120,000 members around the world. The company continues to grow by expanding into new geographies and delivering new and innovative products and services to employees and family members of HP, Agilent Technologies and other sponsor groups.

Industry: Banking

Geography: United States

BMC Software Solutions

- > Magic Service Desk Suite
- > Magic Client Services
- > Magic Desktop Automation Suite

"We realized that the help desk was going to be a backbone for internal services. Everybody wanted the help desk to be the one-stop-shop—the number you call to get anything."

Arune Watcha
Help Desk Engineer
Addison Avenue Federal Credit Union

Addison Avenue Federal Credit Union Restores Trust in Help Desk System with Magic Service Desk Suite

Named after the street in Palo Alto, California, where Bill Hewlett and Dave Packard started an electronics company in a garage, Addison Avenue Federal Credit Union serves employees and family members of Hewlett-Packard (HP), Agilent Technologies and other groups.

For many years, the credit union was an organization within HP. The IT department for the credit union focused on applications and services specific to the credit union, such as the core banking system. Other computing and communications needs were integrated with the HP infrastructure. When the credit union became its own company in 2002, it established a full IT infrastructure and an internal help desk that could provide top-notch IT support.

The Need for Notification, Tracking and Reporting

Prior to the formation of the separate company, credit union employees would enter a service ticket in a Microsoft Access database when they had infrastructure questions specific to the credit union. "But there was absolutely no way of notifying anyone that this ticket existed," says Arune Watcha, help desk engineer.

Watcha would query the system to find new tickets, cut and paste each ticket into an e-mail message and then send the message to the appropriate engineer. "It was tedious, and I had to manually follow up with all the tickets," Watcha says.

At that time, the one-person help desk received approximately 30 calls per day.

"Some people had faith in the system, and some people refused to enter their tickets in the database because they felt it was a sort of black hole," Watcha explains. "We did have priority levels, but the service level agreements were horrible because people would put in tickets and no one would get back to them."

Becoming a separate entity required Addison Avenue to build its own IT infrastructure and a help desk that could respond to a greater number of calls on a variety of IT-related issues. "We needed a robust system that would provide notifications, call tracking and reporting," Watcha says.

Selecting the Magic Service Desk Suite

Addison Avenue wanted a Web-based help desk system designed for mid-sized businesses. "We no longer had the huge HP infrastructure, so we wanted to avoid an application-based solution that required separate installations," Watcha says. "We wanted to be able to go on the Web and fill out or check tickets."

Addison Avenue also needed a help desk solution that would work well over the network. "We're spread out pretty thin," Watcha says. "Each branch probably has no more than 10 people, and some branches have only two people. We couldn't afford to put T1 lines at every location, so speed was a big concern."

The Magic Service Desk Suite, a Remedy® IT Service Management solution from BMC Software, fit these

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About BMC Software

BMC Software, Inc. (NYSE:BMC) is a leading provider of enterprise management solutions that empower companies to manage their IT infrastructure from a business perspective. Delivering Business Service Management, BMC Software solutions span enterprise systems, applications, databases and service management. Founded in 1980, BMC Software has offices worldwide and fiscal 2004 revenues of more than \$1.4 billion. For more information about BMC Software, visit www.bmc.com.

criteria. The ability to customize the software and to create a searchable knowledge base also influenced the decision. "We were looking for products that looked good out of the box, but that also could be customized," Watcha says. "That definitely made Magic one of the better players, and the Magic software was one of the more user friendly ones in all aspects."

Establishing a One-Stop-Shop for Many Departments

"We realized that the help desk was going to be a backbone for internal services," Watcha says. "Everybody wanted the help desk to be the one-stop-shop—the number you call to get anything."

Indeed, when Addison Avenue formed its own company, the IT, facilities and human resources departments used the Magic Service Desk Suite to support their operations. Since then, the marketing, accounting and ATM departments have been added to the help desk system.

A phased implementation of Magic products began with the Magic Service Desk Suite. Next, the credit union installed Magic Client Services. This provided another option for employees by allowing them to submit their own service tickets, if they preferred that method to calling or sending e-mail. This option lowered support costs on those incidents by at least \$7 per call. Addison Avenue uses the Magic Desktop Automation Suite to track hardware and software inventory, and soon will use the tool to manage licenses.

Watcha attended a Magic administration course following the spinoff of the credit union. "After the implementation, I had a better appreciation for everything I learned in the class," Watcha says. Learning to set up business rules and customized forms paved the way for integrating more departments into the help desk system and meeting their specific needs.

Addison Avenue also could customize the Magic software on-the-fly to adhere to company guidelines and to create greater operational efficiencies; for example, creating custom forms helped integrate the new-hire process and work-order generators. "It's definitely a plus that everything is customizable," Watcha says. "That gives us the ability to make the application ours. You can do so much with this system."

Resolving 150 Percent More Calls and Meeting Service Level Agreements

In the two years since Addison Avenue deployed its own IT infrastructure, calls to the help desk have increased 150 percent to approximately 1,500 calls each month. The help desk staff, which grew from one person to five, resolves about 50 percent of those calls at the help desk level.

The Addison Avenue help desk is now much better equipped to meet its service level agreements and has seen a large increase in end-user satisfaction. "We are starting to meet expectations," Watcha says. "No one is screaming that the help desk is horrible. Many people are saying that the response times are excellent."

During a recent conversion of the credit union's core banking system, the volume of help-desk calls doubled to 3,000 per month. "It was definitely helpful having Magic Service Desk Suite, because none of the issues that went through the help desk were left unresolved," Watcha says. The IT customer support help desk resolved 74 percent of priority 1 calls and 85 percent of priority 2 calls on time. "The help desk is more of a back-office function for the Credit Union. We support our external members. We were able to resolve issues in a timely manner for the customer-facing staff at the branches. Our call center was able to assist our members more effectively, which ultimately was good for our business," Watcha says.

Reducing Costs and Restoring Trust

Addison Avenue has been able to spread its cost for Magic products across departments and increase its return on investment. The credit union also has realized significant cost savings because Magic products created efficiencies that enabled existing agents to meet their objectives without having to increase the staff. "If we didn't go with Magic—if we had stayed with an Access database and the cutting and pasting—we would probably need at least three times the staff that we have now," Watcha says. Furthermore, customer satisfaction is way up and Addison Avenue employees trust the help desk system again. "Magic Service Desk helps keep things organized," Watcha says. "Everybody loves Magic. Our internal customers appreciate that when they fill out a ticket, it doesn't go in a black hole like it used to."

